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June 8, 2006

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Michael J. Turton

FROM

17

PAGES (WITH COVER)

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REFERENCE NO

53051/288305

CLIENT/MATTER NO.

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COMMENTS

The U.S. Patent and Trademark Office is asked to acknowledge receipt of the following:

1. Transmittal Form PTO/SB/21
2. Amendment and Response

Applicants: Simon TONG and Mark PEARSON

U.S. Serial No.: 10/661,741

For: Methods and Systems for Improving a Search Ranking Using Population Information
and Click Data

Examiner: Cheryl Renea LEWIS

Art Unit: 2167

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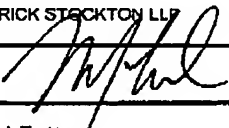
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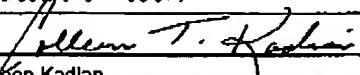
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application Number	10/661,741
		Filing Date	September 12, 2003
		First Named Inventor	Simon TONG
		Art Unit	2167
		Examiner Name	Cheryl Renea LEWIS
Total Number of Pages in This Submission	16	Attorney Docket Number	53051/288305

ENCLOSURES (check all that apply)		
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Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	KILPATRICK STOCKTON LLP		
Signature			
Printed Name	Michael J. Turton		
Date	June 8, 2006	Reg. No.	40,852

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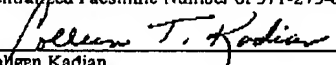
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Simon Tong and Mark Pearson
SERIAL NO.: 10/661,741 Group Art Unit: 2167
FILED: September 12, 2003 Examiner: LEWIS, Cheryl Renea
FOR: Methods and Systems for Improving a Search Ranking Using Population Information and Click Data

Attorney Docket No.: 53051/288305

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Colleen Kadian

AMENDMENT AND RESPONSE

Sir:

In response to the Office Action dated March 8, 2006, please consider the following amendment and response:

Amendment of the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 13 of this paper.